

MAR 13 2009

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-33/APP (GP-086-00-US)**

Appl. No.: **10/749,110**

Applicants: **Chad LESTER, et al.**

Filed: **December 29, 2003**

Title: **ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL**

TC/A.U.: **2446**

Examiner: **Willow W. Noonan**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

Further to the Notice of Appeal filed on January 13, 2009, which set a period for response to expire on March 13, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.